

How
**Start
And Run
Your Own
Business**



**DODGE CITY COMMUNITY COLLEGE
CENTER FOR BUSINESS AND INDUSTRY**

Self-Employment Training Program

ORIENTATION TO ENTREPRENEURIAL DEVELOPMENT stresses both the conceptual and procedural knowledge required to identify, recruit and assist potential entrepreneurs.

RECRUITMENT provides guidance in recruiting potential candidates for Self-Employment.

TOPICS OUTLINE PROCESSING inquiries, eligibility screening, and preliminary assessment.

ASSESSMENT AND SELECTION/ENROLLMENT covers the basics of screening potential participants and processing those selected for participation.

BUSINESS SKILLS DEVELOPMENT provides an overview of the basic subject matter relevant to starting and operating a small business.

BUSINESS PLANNING provides an overview of the business planning process. Participants learn how to use the business plan to obtain financing.

BUSINESS START-UP AND EXECUTION teaches the trainer how to analyze the needs of the new business owner and how to assemble all needed resources to get the business started.

FINANCIAL MANAGEMENT presents the fundamentals of financial analysis and projections. Topics include capital needs analysis, break-even analysis, sources of capital, forecasting and financial statements. The principles of bookkeeping and accounting are also discussed.

MONITORING AND PROBLEM SOLVING focuses on tracking the progress of the entrepreneur through all phases of the program.

Sales and Personal Selling

Accounting and Bookkeeping

Facilities and Equipment

Marketing and Advertising

Money Management

Production Manual

Organization and Management

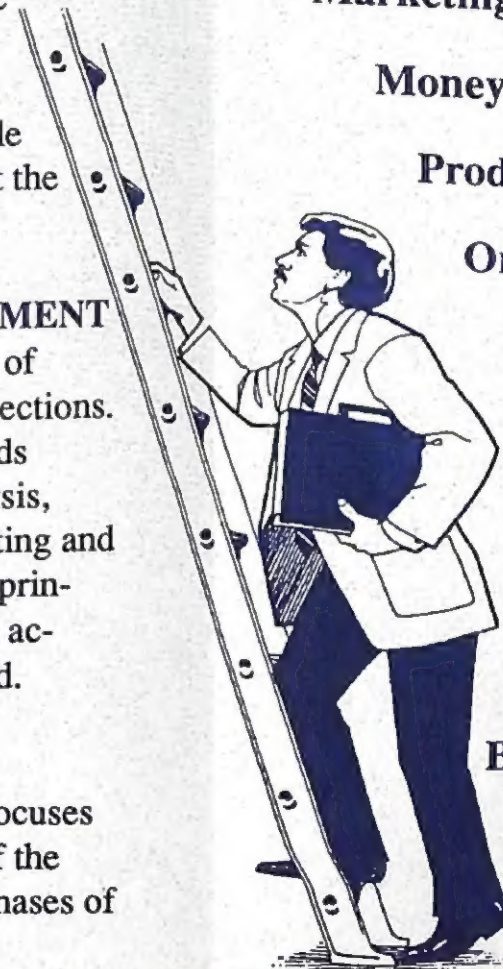
Developing the Business Plan

Capital Search

Pre-Business Start-Up

Business Start-Up

Business Monitoring and Problem Solving





In every community there are potential entrepreneurs - people with ideas who could make a substantial contribution to the economic health of the area.

The Self Employment Training Program is designed to give would-be entrepreneurs the tools to succeed, and avoid one of the pitfalls of starting a new business: **the notion is that a good idea will sell itself... it never does.**

You have to know how to write a business plan, how to market your idea, how to hire people and how to plan ahead. That's what this plan teaches you.

For information, contact the
**DODGE CITY COMMUNITY COLLEGE
CENTER FOR BUSINESS AND INDUSTRY**

(316) 227-9295

or toll free in Kansas

1-800-742-9519 ext. 295

or write:

**DCCC Center for Business and Industry
2501 North 14th Avenue
Dodge City, Kansas 67801**



Self Employment Training Program Class Schedule

All classes will be on Monday and Wednesday evenings, 6:30 to 10:30 p.m., in the Conq Room, except Facilities and Equipment, which will be on Tuesday evenings.

Orientation and Assessment

2 credit hours, September 9 to October 2, 1991

Accounting and Bookkeeping

1 credit hour, October 7 to October 17, 1991

Facilities and Equipment

1 credit hour, October 8, 15, 22, 29

Money Management

1 credit hour, October 21 to October 30, 1991

Organization and Management

1 credit hour, November 4 to November 13, 1991

Writing a Business Plan

2 credit hours, November 18 to December 16, 1991

For more information

or to enroll call

316-225-1321, ext. 295.